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## ORDER

Print Date 09/13/12

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Flight Dates 09/12/12-09/25/12

Contract / Revision 310650 /

Original Date / Revision  
09/13/12 09/13/12

Advertiser Mandel / Republican / US Se

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop  
Delaware, OH 43015

Product

Candidate. OH US SEN JOSH MAN

Agency Com 15%

Billing Contact

7669 Stagers Loop  
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # 2680

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-8

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	94	\$21,764.25	\$25,605.00	0.00	08/27/12	09/25/12	94	\$21,764.25	\$25,605.00
Totals	94	\$21,764.25	\$25,605.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	WCPO	09/12/12	09/25/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	3	\$170.00	P-8	0.00	NM	10	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		3				\$170.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--		5				\$170.00		0.00			
		Week: 09/24/12	09/30/12	MT-----		2				\$170.00		0.00			
2	WCPO	09/12/12	09/25/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	3	\$150.00	P-8	0.00	NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		3				\$150.00		0.00			
		Week: 09/17/12	09/23/12	M-W-F--		3				\$150.00		0.00			
		Week: 09/24/12	09/30/12	MT-----		2				\$150.00		0.00			



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Contract / Revision 310650 Flight Dates 09/12/12-09/25/12

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:30:00

Advertiser Mandel / Republican / US S Product Candidate. OH US SEN JOE Estimate # 2680

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
3	WCPO	09/12/12	09/25/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$80.00	P-8	0.00 NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	-----S-					1	\$80.00		0.00		
Week:		09/17/12	09/23/12	-----S-					1	\$80.00		0.00		
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00		
E 4	WCPO	09/12/12	09/25/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	2	\$100.00	P-8	0.00 NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	-----S-					2	\$100.00		0.00		
Week:		09/17/12	09/23/12	-----S-					2	\$100.00		0.00		
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00		
5	WCPO	09/12/12	09/25/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$80.00	P-8	0.00 NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	-----S					1	\$80.00		0.00		
Week:		09/17/12	09/23/12	-----S					1	\$80.00		0.00		
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00		
6	WCPO	09/12/12	09/25/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$100.00	P-8	0.00 NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	-----S					1	\$100.00		0.00		
Week:		09/17/12	09/23/12	-----S					1	\$100.00		0.00		
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00		
7	WCPO	09/12/12	09/25/12	SU 9-10a SU9-10a	CM	9-10a	-----S	:30	1	\$300.00	P-8	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	-----S					1	\$300.00		0.00		
Week:		09/17/12	09/23/12	-----S					1	\$300.00		0.00		
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00		
8	WCPO	09/12/12	09/25/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	:30	3	\$150.00	P-8	0.00 NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	--WT---					2	\$150.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WCPO	09/10/12-09/16/12		M-F 9-10a	M-F 9-10a		--WTh----	:30		<del>(\$150.00)</del>		0.00 NM		
See MG 8.9														
[Newtwork Breaking News]														
9	VCPO	09/14/12-09/14/12		M-F 9-10a	M-F 9-10a		-----F----	:30		\$150.00		0.00 NM		
Ⓜ MG for 8.1 09/12														
Week:		09/17/12	09/23/12	MT--TF--					4	\$150.00		0.00		
Week:		09/24/12	09/30/12	MT-----					2	\$150.00		0.00		
9	WCPO	09/12/12	09/25/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	2	\$190.00	P-8	0.00 NM	7	\$1,330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	--W-F--					2	\$190.00		0.00		
Week:		09/17/12	09/23/12	M-W-F--					3	\$190.00		0.00		
Week:		09/24/12	09/30/12	MT-----					2	\$190.00		0.00		
10	WCPO	09/12/12	09/25/12	M-F 3-4p 3-4pm Katie	CM	3-4p	MTWTF--	:30	2	\$200.00	P-8	0.00 NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	--W----					1	\$200.00		0.00		
Week:		09/17/12	09/23/12	-T--F--					2	\$200.00		0.00		



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Order Sep 00:30:00

Advertiser Mandel / Republican / US S Product Candidate. OH US SEN JOE Estimate # 2680

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10	WCPO	09/12/12	09/25/12	M-F 3-4p 3-4pm Katie	CM	3-4p	MTWTF--	:30	2	\$200.00	P-8	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$200.00		0.00			
11	WCPO	09/12/12	09/25/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	2	\$280.00	P-8	0.00	NM	6	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$280.00		0.00			
Week:		09/17/12	09/23/12	M-WT---					3	\$280.00		0.00			
Week:		09/24/12	09/30/12	MT-----					2	\$280.00		0.00			
12	WCPO	09/12/12	09/25/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	2	\$275.00	P-8	0.00	NM	7	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W-F--					2	\$275.00		0.00			
Week:		09/17/12	09/23/12	M-WT---					3	\$275.00		0.00			
Week:		09/24/12	09/30/12	MT-----					2	\$275.00		0.00			
13	WCPO	09/12/12	09/25/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	3	\$300.00	P-8	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--					2	\$300.00		0.00			
Week:		09/17/12	09/23/12	M-W-F--					3	\$300.00		0.00			
Week:		09/24/12	09/30/12	-T-----					1	\$300.00		0.00			
14	WCPO	09/12/12	09/25/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	3	\$325.00	P-8	0.00	NM	10	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$325.00		0.00			
Week:		09/17/12	09/23/12	MTWTF--					5	\$325.00		0.00			
Week:		09/24/12	09/30/12	MT-----					2	\$325.00		0.00			
15	WCPO	09/12/12	09/25/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	1	\$200.00	P-8	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$200.00		0.00			
Week:		09/17/12	09/23/12	-----S					1	\$200.00		0.00			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
16	WCPO	09/17/12	09/17/12	Monday Prime Special Monday Prime Special	CM	8-11p	M-----	:30	1	\$600.00	P-8	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$600.00		0.00			
17	WCPO	09/24/12	09/24/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	1	\$4,000.00	P-8	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$4,000.00		0.00			
18	WCPO	09/12/12	09/25/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF--	:30	3	\$350.00	P-8	0.00	NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$350.00		0.00			
Week:		09/17/12	09/23/12	MTWTF--					5	\$350.00		0.00			
Week:		09/24/12	09/30/12	MT-----					2	\$350.00		0.00			
19	WCPO	09/12/12	09/25/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	-----S	:30	1	\$350.00	P-8	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$350.00		0.00			
Week:		09/17/12	09/23/12	-----S					1	\$350.00		0.00			



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Contract / Revision    **310650**    Flight Dates **09/12/12-09/25/12**

Hiatus Dates

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Order Sep    00:30:00

Advertiser    **Mandel / Republican / US S**    Product **Candidate. OH US SEN JOE**    Estimate #    **2680**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
19	WCPO	09/12/12	09/25/12	M-SU 11p Late News	CM	11-1135p	-----S	:30	1	\$350.00	P-8	0.00	NM	2	\$700.00
				M-SU 11p Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
													Totals	94	\$25,605.00